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Building a Program of Agricultural Extension.

NORTH CAROLINA
STATE COLLEGE OF AGRICULTURE AND ENGINEERING
AND
U. S. DEPARTMENT OF AGRICULTURE, COOPERATING
N. C. AGRICULTURAL EXTENSION SERVICE
I. O. SCHAUB, DIRECTOR
RALEIGH

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BUILDING A PROGRAM OF AGRICULTURAL EXTENSION

Prepared by the Extension Service Staff

How Extension Work in Agriculture and Home Economics Is Planned and Conducted in North Carolina

Co-operative extension work in Agriculture and Home Economics in North Carolina is a division of the State College of Agriculture and Engineering. This service is carrying accepted information on improved methods in agriculture and home-making to the farm population of the State. Through a program so balanced that there is something of direct interest to every member of the farm family, improved practices are demonstrated and their adoption urged in order that there may be a profitable and economically sound agriculture and a more satisfactory home and community life in the State.

Under the Smith-Lever act and the State law, the administration of this extension work is centered at State College under the director of extension. The work is carried on by a staff of men and women who have had both practical experience and technical training in agriculture and home economics. This staff is divided into three groups: county agent, specialist, and administrative.

THE COUNTY PROGRAM OF WORK

In order to get the most effective service from any group a well planned program must be followed. This is especially true with extension work in agriculture and home economics because of the many people with many ambitions and ideas involved. Believing that a county program of work made up from community plans is the best point from which to approach the solution of rural problems rather than the State as a whole, the programs are centered around county activities. As county programs find their solution in larger areas, district programs are developed, and as district problems find their solutions in still larger areas, state programs are developed.

Leadership. There must be a leader wherever there is group action. The term County Agent is applied to the county leaders in the development and execution of a program for agriculture and home economics within a county. These county home and farm agents are people who, because of experience, training, and ability, can work understandingly with farmers, farm women and farm boys and girls and the agents have been chosen by the various counties and the extension administrative group to work with the rural people in developing and carrying out a definite program. It is their task to co-ordinate the various activities in agriculture and home economics of the county into a well organized plan for permanent improvement financially and the general upbuilding of the community life in the rural sections. This includes active par-

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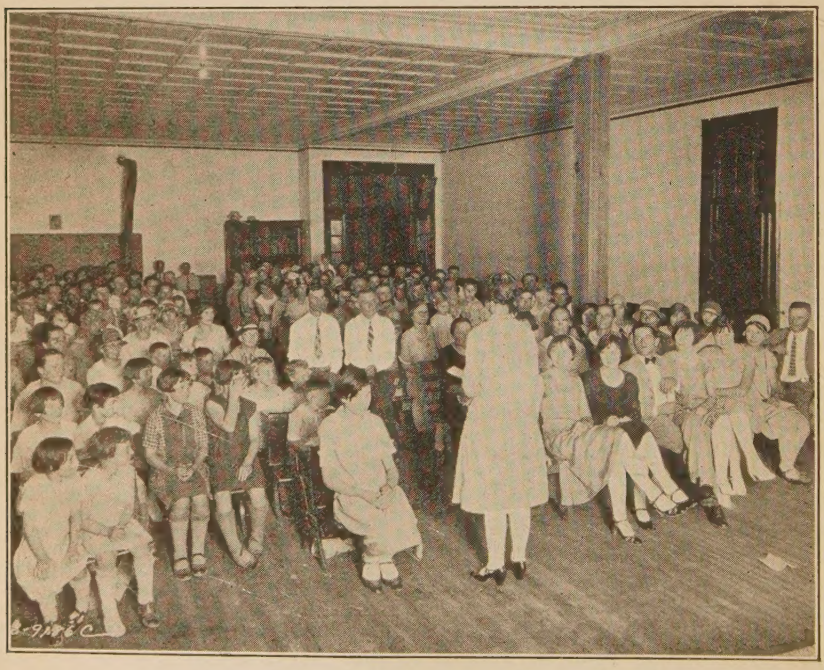
ticipation in the problems of crop production and utilization, marketing, farm finances and their adjustment, livestock production and utilization, beautification of premises, home management, clothing, family nutrition, child training and care, social and educational activities. In addition to these there is the very important work of aiding rural boys and girls in adjusting themselves to their life work, whether it be on the farm or in the town, by giving them training in leadership and other important human relationship problems.

Building the Program. The county program is built from the community programs. The farm and home agents meet with the people of a community to study their problems and to develop satisfactory methods of solution. Usually the farm agent meets with the men and the home agent with the women, separately. However, they often come together in community activities relating to the schools, community beautification, recreation and other social and civic interests.



A Community Club meeting in Stanly County.

COMMUNITY PROGRAM

The method of setting up the problems and arriving at the solution is similar with practically all subjects in agriculture and home economics. A study of the accompanying charts, 5-A for agriculture and 5-B for home economics will show how this is accomplished. The farmers and the farm agent usually meet at the school house to plan their program for the community; and the farm women and the home agent meet in

like manner at the school or in their club room to plan for their year's work.

Both men and women working on their separate plans will set up on outlines similar to the accompanying charts the larger interests of the community such as livestock, crops and farm financing for agriculture; and home management, the family's nutrition, clothing, home beautification, or child training and care on the home-making side. A study of these charts show that they are divided into seven heads: 1st, the project; 2nd, the problem or controlling factor in the success of the project; 3rd, remedies, or method of solving the problem; 4th, goals, or actual demonstrations where the solution of the problem will be studied; 5th, local leaders who will be responsible for these demonstrations; 6th, specialists needed in working out the solution; 7th, achievements to be recorded at the end of the year.

For illustration: In agriculture the project is dairy cattle; one problem in economic returns is feeding; the remedy is silos and home mixing of feeds and the goals set up are four new silos and three demonstrations in using home-mixed feeds. The local leader chosen is Mr. Clyde Zimmerman, who will be assisted by the county agent, the agricultural engineering specialist and the dairy specialist.

On all the farm and home problems of the community definite work to be done looking towards their solution will be suggested by these programs.

CHART 5-A—FARM DEMONSTRATION

Arcadia Community Plans of Work—C. A. Sheffield, Agent, Lexington, N. C.—1928

Projects	Problem	Remedies	Goals	Local Leaders	Specialists	Achievements
Animal Industry: Dairy cattle	Feeding	Silos—home-mixing of feeds	Build 4 silos	Clyde Zimmerman	F. R. Farnham	
	Breeding		Induce 3 dairymen to home-mix feeds	Eli Wilson	A. T. Holman	
	Registered bulls and cows		3 reg. bulls and 6 cows	Russ. Zimmerman		
Swine	Feeding	Feeding demon.	Conduct 3 demon.	Russ. Zimmerman	W. V. Hays	
	Breeding	Introduce sows and boars	5 sows, 5 boars	Russ. Zimmerman	W. V. Hays	
Poultry	Houses	Build standard houses	4 houses and brooders	W. A. Talley	A. G. Oliver	
	Feeding	Home mixing of feeds	Induce 12 farmers to home-mix feeds	W. A. Talley	A. G. Oliver	
	Culling	Culling demonstration	4 demonstrations	W. A. Talley	A. G. Oliver	
Club Work: Boys' and Girls' 4-H Club	Organization by Home and Farm Agents	Farm organized clubs of boys and girls at H. S.	Enroll 50 boys and girls	Clyde Zimmerman Mrs. R. W. Zimmerman	L. R. Harrill	
Crops: Barley, wheat oats	Fertilization	Demon. using n. soda and seed ammonia	Conduct 2 demon. to increase liberal fertilization of small grains			
	Increase acreage and yields	Increased acreage	10% acreage increase			

Tobacco	Fertilization Varieties	To conduct fertilizer and variety demon.	1 demonstration	Clyde Zimmerman		
Farm Business: Farm records	Keeping records	Encourage and assist farmers with keeping farm records	Assist 3 farmers in keeping accurate records			
Farm Engineering: Terracing	Soil erosion	Conduct terracing dem. Dem. controlling soil erosion	Conduct 3 demon.	Clyde Zimmerman	A. T. Holman	
Farm buildings	Encourage	Painting, locating properly and using modern plans				
Farm homes	Encourage	Painting, beautifying lawns, planting shrubbery and grass				
Farm machinery	Encourage	Co-operative buying of expensive machinery like ensilage, cutters, corn harvesters and shredders				
Farm Forestry: Thinning pines	Conserving timber					
	Timber and securing wood for home use	Conducting dem. with thinning pines	Conduct 4 thinning dem.	W. S. Myers	R. W. Graeber	
Horticulture: Home orchard	Pruning Spraying Fertilization	Demonstrations	On 2 model home orchards		E. B. Morrow G. W. Fant	

CHART 5-B—HOME DEMONSTRATION

Rosin Hill Community Plan of Work—Mrs. Stella R. Cusick, Home Agent, Clinton, N. C.—1927

Projects	Problem	Remedies	Goals	Local Leaders	Specialist	Achievements
Foods and Nutrition	1. Undesirable food and health habits resulting in underweight, overweight, constipation, indigestion, and other nutritional problems.	1. a. More milk, vegetables, fruits, eggs, whole grain products, and water in the diet. b. Greater knowledge of food values and of planning meals to meet body needs. c. Better methods of preparation to preserve food value and to give variety.	1. Every family free from ailments indicating faulty diet and poor health habits. Every home-maker with such an understanding of food values that she will be able to plan meals to meet the body needs of her family. In all homes food prepared in such a way as to preserve the food value and served to tempt the appetite and to please the eye.	Mrs. E. F. House Mrs. J. F. House Mrs. W. B. Lamb County leader in nutrition assisting when needed.	Mary E. Thomas	15 families using more milk 19 families using more milk dishes. 25 families using whole grain products. 21 families using more vegetables. 5 persons corrected constipation. 4 persons corrected indigestion. 28 women made food posters showing a knowledge of what food does in the body. 15 families planted year round gardens. 15 families grew new vegetables. 24 families now have cows. an increase of 8 families having proper milk supply. 8 families serving extra fruit. 10 improved poultry flocks.
	2. How to secure on the farm a food supply adequate for maintaining proper nutrition of the family.	2. Interesting the farmer in arranging his plans to include a year round garden, a cow, and a poultry flock.	2. Every farm family with a year round garden, a succession of fruits, a canning budget, at least 2 family cows, a standard poultry flock, and meat animals as needed.			
Minor Projects: 1. House Furnishing	1. a. Inconvenient arrangement. b. Furniture in need of repair and refinishing. c. Need of paint, wall and floor finishes.		A convenient, comfortable and attractive home.			13 members rearranged and improved the furnishings of the home.
2. Beautification of Home Ground	Removal unsightly outhouses, protection from chickens and farm animals.		Base plantings around house, a lawn, trees to frame house, planned plantings of shrubs.			11 families improved home grounds.

3. County Fair	1. Arrangement of exhibits and providing lunch for the crowds.	1. Organizing and arranging exhibits. 2. Have County Federation of Home Demonstration Clubs to sell lunch.				Women of Rosin Hill Club worked hard at organizing fair exhibits and gave a liberal part of their time to the lunch booth operated by the Co. Fed. of Home Dem. Clubs. They won the $10. prize offered to club getting most premiums.
4. Foundation Dress Pattern						15 women made foundation patterns.
5. Poultry Shipment						A number took part in carlot shipment of poultry. Amt. not reported.
						There is no 4-H Club in the community but plans are in operation for one in the fall.

Thus it will be seen that the community can unite on a definite program for its progress and well being.

FARM DEMONSTRATION

To show further how this can be carried out an outline for cotton improvement work in an eastern county is given as an illustration. The controlling factor in the economic returns from cotton was determined by the farmers themselves to be poor staple and a lack of uniformity. The goals set up by these farmers and the county farm agent were three field demonstrations comparing the local varieties with varieties recommended by the extension specialist in agronomy, all grown under similar soil, cultural and fertilizer conditions. These demonstrations were located on farms convenient to the cotton growers of the community that they might study the growing crops and the harvested yields without great inconvenience in time and distance.

Farmers studying cotton variety demonstration.

The farmers of the community, with the consent of the owners, determined on whose farms these demonstrations should be located. These owners automatically became the local leaders in this problem. They followed the advice of the county farm agent and the specialist from the college in planting and harvesting and arranged for field meetings with their neighbors when the crop should be visited for observation.

HOME DEMONSTRATION

As an example of how home demonstration work is planned in a community the outline for Rosin Hill community in Sampson County is given as shown in chart 6-B.

The women felt that a pressing problem was undesirable food and health habits resulting in underweight, overweight, constipation, indigestion and other nutritional troubles and they decided that they would like to know how to feed the family to relieve these conditions.

Farmers at a demonstration in soil improvement by use of legumes.

In conference with their home agent and the nutrition specialist it was planned for each woman to make an inventory of just what foods, necessary for proper feeding, were produced on her husband's farm and that they should come together to discuss their findings with the specialist, home agent and leaders. An analysis was to be made and emphasis placed on those particular things needed when remedies could be planned for the families involved. The inventories showed that of the thirty-one families in the community thirty-one had vegetable gardens, but only seven had year-round gardens which would provide greens in the winter. All of the thirty-one families raised fruit and canned for winter use and sixteen families owned nineteen cows. There were two adults underweight; five children underweight; eight adults overweight; no children overweight; and constipation and indigestion were found in too large a percentage of the group.

Discussion brought out that too little milk and not enough green vegetables were used in the daily diet. The family nutritional problems were

individual such as overweight, underweight, or constipation, but all agreed that a more abounding health for all the families involved was desirable.

Remedies. After a conference with the nutrition specialist and home agent the women then decided that learning what food does in the body and how to prepare it to conserve the nutritive value as well as to please the appetite, was a remedy which they could put into practice; but, supplying vegetables the year round and providing milk, vegetables, fruits and meat was a problem of farm planning which meant a joint effort by the farmer and his wife.

A community leader supervised by home agent giving demonstration in dressmaking.

That the homemakers might be able to intelligently carry out the remedies agreed upon it was planned that at each monthly meeting of the Rosin Hill Home Demonstration Club, instruction would be given by the home agent and specialist in planning meals to correct the troubles indicated, and to give information about the preparation of food.

Two food leaders, Mrs. E. F. and Mrs. J. F. House, were selected to go to the county leaders' school where the nutrition specialist taught all the food leaders of the county how to demonstrate to their clubmates definite methods of preparing and serving food. These practices were in turn to be demonstrated by the leaders at club meetings and to individual neighbors.

To provide for the lack in year-round gardens, cows and poultry, the co-operation of the husbands was planned for and definite goals set up. A comparison of the goals set up on chart 5-B and the achievements in the last column shows the progress made by the community in one year.

While the family nutrition was the major project, Rosin Hill's plans called for other things also and the home agent rendered assistance to those women who had previously started a home improvement project with the house furnishings specialist. Arrangement of furniture, repairing and refinishing and floor finishes were some of the things planned for. Beautification of the home grounds, assistance with the foundation dress pattern, and assistance in the conduct of a county fair were others.

The Unit of Organization. The home demonstration club in a rural community is the farm woman's own organization and brings her together in neighborly contact with other women where she can discuss her homemaking problems and plan for systematic help in trying to solve them.

Four-H Club girls learning to construct patterns for their own clothes.

Where a group of women or girls of a community in an organized county are interested and ask to have home demonstration clubs organized, a club is formed, but, when groups are too small and clubs would be too numerous for the home agent to serve efficiently the county council of farm women confers with the agent and women concerned, and plans are made to consolidate some of the groups near enough to attend meetings at a selected center.

The annual plans include a program for each club showing just when the meetings will be held and what phase of the selected project will be demonstrated and discussed. This booklet contains the names of the different project leaders who will assist the home agent as demonstrators and the outline for social as well as project meetings.

4-H CLUB WORK

To meet the needs of the younger people in the rural communities, plans have been made for the organization of 4-H Clubs for boys and girls in every county. The 4-H idea is built around the H for head, trained to think; the H for hand, trained to do more skillfully; the H for heart, trained to be loyal and sympathetic; and the H for health of mind and body that the other three Hs may come to their fullest fruition. Here the problem is not primarily the production of crops and livestock more economically or making more attractive homes and preparing better food, but the development of stronger boys and girls, physically, mentally and morally.

Four-H Club boys studying a cotton fertilizer demonstration.

The method of approach is to first enlist the interest of the boys and girls individually in the farm and home problems that they are most interested in. For example Mary Ross becomes interested in trying to improve her bedroom. The home agent visits Mary's room and plans with her for reworking the floors, painting the walls, refinishing the furniture. Home-made rugs, attractive bedspreads, cushions and scarfs

are planned from material in the house. By using thought and hard work it is found that there is no need of spending much money and yet a bed room both restful and beautiful will result from the effort. The interest thus aroused in Mary and her mother encourages them to plan to improve the other parts of the home. Other girls in the community are interested in the same problem and they all come together at the school house or some home to study and plan. Here the home agent gives them instruction and guidance in room improvement. Incidentally she will be teaching them something about posture, food requirements tc make their bodies strong and well developed, care of their bodies for health and attractiveness, every-day practices in courtesies and human relationships and other things that awaken them to the pleasures and benefits to be attained by being proficient in other things and a respect for the people interested in things other than room improvement. Working with groups of girls around their one particular fancy the home agent will sooner or later draw them into community groups that take as their problem the solution of the community needs of the girls. Meanwhile the farm agent is working with the boys in the same manner.

Four-H Club meeting conducted by club members.

As an example, Billie Burke is interested in calf club work. He would like to have a registered heifer calf, but his father being a tenant he does not have the calf or the money with which to buy it.

With the help of the extension agent, arrangements were made for a loan at the local bank, the calf is bought and Billie begins the work which

proves to be the foundation for a nice registered herd of cattle. From and through the Extension Service, he has learned the practical and scientific principles of dairying.

He has learned how to feed, care for, breed and market the dairy animals. At the same time, his club work has been the outstanding demonstration in his community and has resulted in the establishment of a registered herd and a modern dairy on a tenant operated farm.

Eventually both groups arrive at the same point: the realization that there is much in common between them and that for each to attain the best they must work together. Then the farm and home agent aid them in forming their community 4-H club in which the boys and girls, still carrying their individual interest in clothing or cotton growing and bend their united efforts in bringing into their community life those things that build for good citizenship: strong bodies, alert mentality, moral stamina, and hearts atune to the needs of their fellow beings.

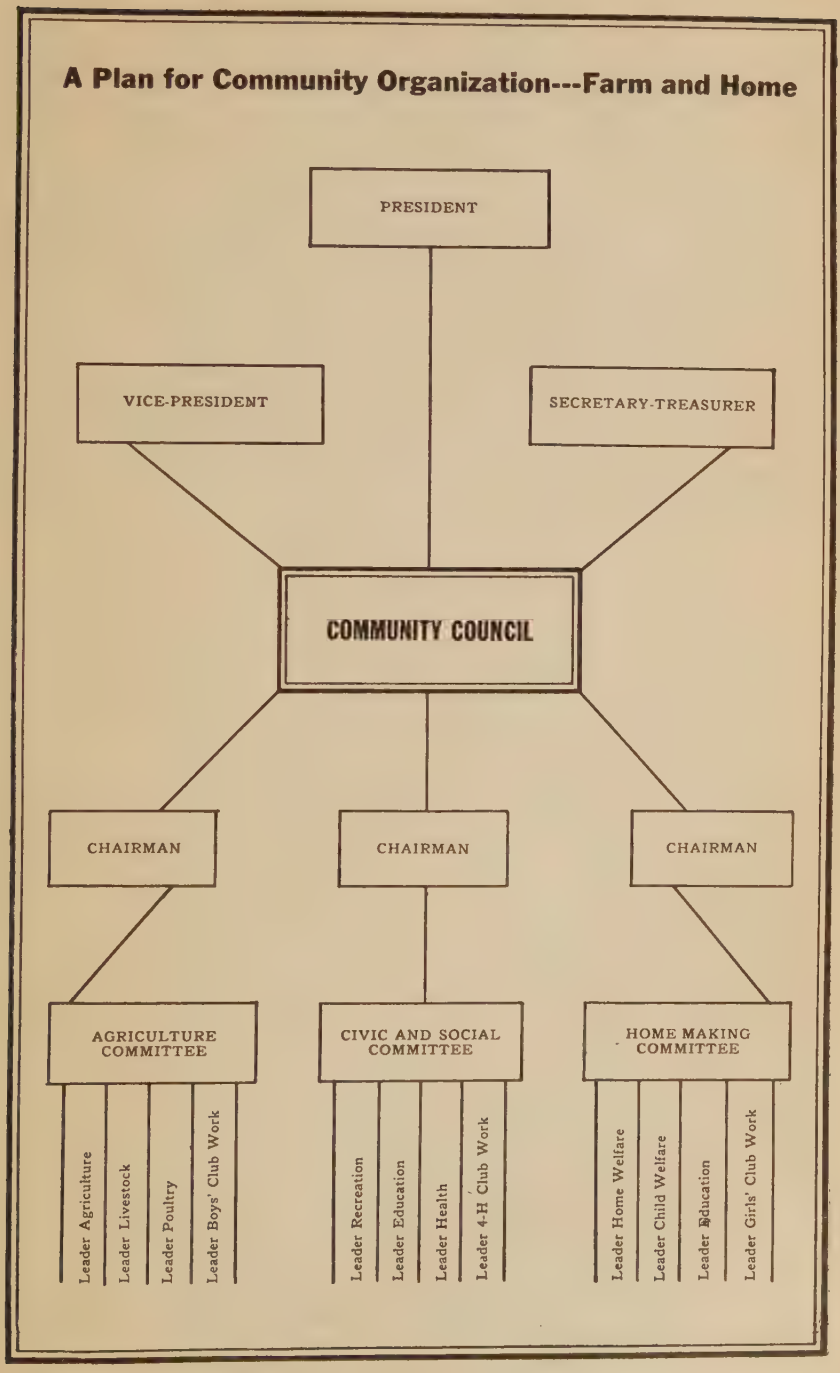
These community groups of 4-H members readily yield themselves to county groups.

To accomplish the best in this work there must be a hearty understanding of and co-operation in the objectives of club work by the adult farmers and farm women. This brings the farm men, women, boys and girls together into a community program for 4-H Club work. The subject matter work, such as cotton or clothing, is arranged for and carried on with the regular community program for these subjects with the adults. As an illustration, sometimes the boys work with corn is the community demonstration. In this work in the community some older man or woman acts as a local leader in each of the subjects.

COMMUNITY PROBLEMS

In working out general community problems such as school ground improvement, the farm men and women and the farm and home agents meet to make plans. The whole group works on the problem following the same procedure as when the farmers or the farm women are planning their respective work.

The men find they can handle certain phases of this problem better than the women and the women can better handle other phases. The boys and girls can handle still other phases better than either the men or women and thus the whole community is brought together working for one completed whole that will mean community progress.


A Plan for Community Organization---Farm and Home
PRESIDENT
VICE-PRESIDENT
SECRETARY-TREASURER
COMMUNITY COUNCIL
CHAIRMAN
CHAIRMAN
CHAIRMAN
AGRICULTURE COMMITTEE
CIVIC AND SOCIAL COMMITTEE
HOME MAKING COMMITTEE
Leader Agriculture
Leader Livestock
Leader Poultry
Leader Boys' Club Work
Leader Recreation
Leader Education
Leader Health
Leader 4-H Club Work
Leader Home Welfare
Leader Child Welfare
Leader Education
Leader Girls' Club Work

COUNTY PROGRAM

When the communities of the county have determined on the plans for the year for studying the various problems at least one local leader from each community is asked to meet to work out the county program. Such programs are more or less a compilation and co-ordination of the community programs. Sometimes it is found that by rearranging the location one demonstration may be made to serve two communities, thus saving in time and expense. It is also possible for a few individuals in one community who are interested in some special feature that is not of sufficient community importance to justify a community demonstration, to visit and follow a demonstration with this subject in another community. Thus by establishing and following a county program, assistance can be given to practically every one interested, when, by trying to serve each individual, it would be impossible to render this service.

The organization of the county farm and home programs can better be illustrated by the accompanying charts (chart 20-A and chart 20-B). Here will be found all the problems grouped under the various subjects. In the community column is given the number of demonstrations to be conducted in the various communities.

COUNTY ORGANIZATION

One can readily understand that such a program as can be undertaken under this method of organization would be greater than any group of county agents could carry out effectively unless there is also some organization for executing the program. Where there is found a well developed program there is also found an organization of county men and women whose prime object is the effective execution of the program. These groups may call themselves county councils, county boards of agriculture or some other name but the work is essentially the same. The membership is largely composed of community leaders in the various problems being studied.

As an illustration, in farm demonstration work the man on whose farm a cotton variety demonstration was located would be a member, and in home demonstration work, the president of each rural woman's club and the outstanding leaders form the council. These groups meet with the agents monthly or quarterly, as they may determine, to study progress and to make improvements in the program and in its execution. The number of members, varying from ten to fifty, is determined by the number of communities actively at work in the county and the number of activities in which they are engaged.

Members act as community leaders in calling meetings, arranging for visits to demonstrations and in other community activities. They also carry to the county agents the special needs of their communities and assist in planning for meeting these needs. These groups also work with the county commissioners in problems of financing the county program such as co-operation with the state in maintaining county agents; the health of community; child welfare; bovine tuberculosis eradication; hog cholera control and other matters of importance to the agricultural and home economics welfare of the county. Usually there is an execu-

PROJECTS OR DEMONSTRATIONS Under each head list such sub-topics as may seem desirable Economy in Production	COMMUNITIES	MILLINGPORT	MISSION	KIRK	EAST ALBEMARLE	SWIFT ISLAND	HINSON	OAKBORO	RED CROSS	NORWOOD	FORK	PORTER	ENDY	ST. MARTIN	LOVES GROVE	STANFIELD	RIDGECREST	RICHFIELD	CLAIRMONT	KENDALL	MISENHEIMER	WAGNER	BETHEL	COTTONVILLE	AQUADALE	SILVER SPRING	TOTALS
ANIMAL INDUSTRY:																											
Dairy Schools	....	1	....	....	....	1	....	....	....	....	....	1	....	1	....	....	1	....	....	....	....	1	....	....	....	....	6
Purebred Bulls, 10 scrubs out, 5 purebred c	alf c	lub	mem	bers																						
New Cream Routes	2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2
Pasture Demonstrations	....	1	....	1	....	1	1	....	1	....	1	....	1	....	1	....	1	....	1	1	1	....	....	1	1	....	14
Purebred Sows, Boars	....	1	1	1	....	1	1	1	....	....	....	1	1	....	....	....	1	....	1	1	....	1	1	1	1	1	16
Swine Feeding Demonstration	....	1	1	1	....	1	1	....	....	1	1	1	1	....	....	1	1	1	....	1	....	....	1	1	....	....	15
Hoghouse, Self Feeders	....	1	1	1	1	1	....	1	1	....	1	1	....	1	1	....	1	1	....	1	1	1	1	1	....	1	19
POULTRY:																											
Demonstration Flocks	....	1	1	1	1	1	....	....	1	1	2	3	....	....	....	1	1	....	1	1	1	....	1	1	1	....	20
Henhouses, Brooder Houses	30	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	30
Purebred Flocks, Males, Cockerel Sale and	Exc	hang	e da	y.	Broil	ers	and	cap	ons,	10 flo	cks t	este	d for	B.	W. t	ried	10 p	aid i	n								
SOILS:																											
Crop Rotation Demonstration	....	1	....	....	....	1	....	1	....	....	....	1	....	....	....	....	1	....	1	....	1	....	1	....	1	1	10
Soil Building Demonstration	....	1	1	....	....	1	....	....	....	1	....	1	....	....	....	....	1	1	1	....	....	....	1	1	....	....	10
Field Meetings, fort. and crops	8	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	8
CEREALS:																											
Corn Seed Selection Demonstration	....	1	....	1	....	1	....	1	....	1	....	1	....	....	1	....	....	....	1	....	1	....	....	....	1	....	10
Wheat, Oat, Barley Demonstration	....	1	1	1	....	1	....	1	1	1	1	1	1	1	....	1	1	1	....	1	1	....	1	1	....	1	19
LEGUMES AND FORAGE CROPS:																											
Sweet, Crimson	....	4	1	2	4	1	1	1	2	1	1	1	1	1	1	1	2	1	1	....	2	....	2	....	1	2	32
Alfalfa, Soybeans	....	1	1	2	....	1	1	....	1	....	1	1	1	....	1	1	1	....	1	2	1	....	....	1	1	....	18
Vet. Austrian Peas Barley	....	1	1	....	1	....	....	1	....	....	1	....	....	....	....	....	1	....	....	1	....	....	1	1	....	....	10
Lespedeza No. 76	....	....	1	1	....	....	....	....	1	....	1	....	1	....	....	2	....	....	1	....	1	....	....	1	....	....	10
New Seed Pans, 4,000 bus. seed saved.																											
OTHER CROPS:																											
Cotton Dem. B. Seed	....	1	....	....	....	1	....	....	1	....	....	1	....	....	1	....	....	1	....	....	1	....	....	1	....	....	8
Irish Seed Treatment	....	....	1	....	....	....	1	....	....	....	....	....	....	1	....	....	1	....	....	....	....	1	....	....	....	....	5
Sweet Potato Treatment	....	1	....	1	1	....	....	....	....	....	....	1	....	....	....	....	....	....	....	1	....	....	....	....	1	....	6

PROJECTS OR DEMONSTRATIONS Under each head list such sub-topics as may seem desirable Economy in Production	COMMUNITIES	Millingport	Mission	Kirk	East Albemarle	Swift Island	Hinson	Oakboro	Red Cross	Norwood	Fork	Porter	Endy	St. Martin	Loves Grove	Stanfield	Ridgecrest	Richfield	Clarimont	Kendall	Misenheimer	Wagner	Bethel	Cottonville	Aquadale	Silver Spring	TOTALS
4-H CLUB WORK:																											
Organized Clubs		1			1			1	1								1	1							1	1	8
Records, Letters																											
County Wide 4-H Organization. Club Fair.																											
FORESTRY:																											
Management and Thinning		1	1					1					1	1		1	1				1		1	1			10
ORGANIZATIONS:																											
County Board of Agriculture																											
Stanley County Poultry Association																											
Better Dairy Cattle Club																											
Collumity Clubs					1		1						1			1	1										5
HORTICULTURE:																											7
Home Beautification Demonstration		1	1							1	1							1		1			1				
Home Gardening, General																											7
Home Orchard Demonstration		1						1	1			1			1				1				1				
AGRICULTURAL MANAGEMENT:																											
Farmers Keeping Records																											
Poultry and Egg Contracts, car and weekly	ship	men	t of	poul	try a	nd e	ggs																				
Farm Tours																											
New Articles																											

List Specialists to the Right			
E. B. Morrow	Horticulture	W. W. Shay	Swine
J. A. Arey	Dairying	C. L. Sams	Beekeeping
E. C. Blair	Agronomist	A. T. Holman	Farm Engineering
R. W. Graeber	Forestry		
L. R. Harrill	Club Work		

County—Stanly **HOME AGENTS' COUNTY PLAN OF WORK** **Agent—Miss Elizabeth Bridge**

Nature of Project	Method of Attack
For 15 women's clubs in 15 communities. a. Foods and nutrition. b. Gardening. c. Achievement Day at county seat, all clubs represented. For 13 girls' clubs and 4 joint boys' and girls' clubs. a. Foods and nutrition. b. 4-H Home Makers Course including clothing for health. c. Recreation school for boys and girl leaders. d. Achievement Day.	a. Work in Foods and Nutrition for women and girls given through systematic demonstrations and talks by home agent and local project leaders at regular monthly meetings. b. To train project leaders thru county leaders' schools conducted by specialist, Mary E. Thomas, and home agent. c. Work in gardening will be carried on in same way with assistance of County Farm Agent Oscar Phillips, and the garden specialist, E. B. Morrow. d. 4-H Home Makers course conducted by home agent and specialist. Elizabeth Bridge, agent, food; Maud E. Wallace, clothing; Martha Creighton, room improvement. e. Recreation school conducted by John Bradford, specialist, with assistance of Maude E. Wallace and L. R. Harrill and local leaders.

Months in Which Work is Done—15 Women's Clubs

July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June
Summer Drinks Fruit Juices Food Conservation	Table Service and Use of Linens Food Conservation	The School Lunch	Making Food Survey and Material for Posters	Food Selection, Score Cards, Use of Vegetables in Diet	Guide to Meal Planning, making posters, vegetables and fruit salads	Cereals	Use of Milk	Use of Eggs	Quick Breads	Use of Fruits in Diet Achievement Day—county-wide	The Canning Budget Food Conservation

Specialists:

Mary E. Thomas
Foods and Nutrition

E. B. Morrow,
Garden

Leaders:

Mrs. Vida Kirk,
Co. Chair. Foods

Mrs. B. B. Johnson

Mrs. Ira Lefler,
Co. Chair. Gardens

30 food leaders in 15 local clubs

Months in Which Work is Done—13 Girls Clubs, 4 Boys and Girls Clubs

July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June
Food Conservation	Food Conservation	Table Service	Making Food Posters and Joint Club Meetings	Work in Food Selection, Use of Vegetables in Diet, and Joint Club Meeting	Vegetables and Fruits in Salads, and Joint Club Meeting, Organization and Recreation	Use of Cereals, Preparation, 4-H Home Makers Course and Joint Club Meeting	Home Making Course, Milk Dishes and Desserts, Joint Club Meeting	Egg Cookery, 4-H Home Makers Course, and Joint Club Meeting	Quick Breads, 4-H Home Makers Course and Joint Club Meeting	Use of Fruits in Diet, 4-H Home Makers Course, Joint Club Meeting	Food Conservation and 4-H Home Makers Course

Specialists:

Mary E. Thomas,
Foods and Nutrition

Jno. Bradford,
Plays and Games

Maude E. Wallace,
Recreation

L. R. Harrill,
Recreation

13 girl leaders

I would like the services of the following specialists: Miss Mary E. Thomas, Foods and Nutrition, January and March; Mr. E. B. Morrow, Gardens, January 10; Miss Maude Wallace, 4-H Clubs, March 1; and Mrs. Jane S. McKimmon, for Achievement Day, May 31.

tive committee which meets monthly with the county farm and home agents to hear progress reports and to give suggestions as to the more effective promotion of the program. With this plan of building up a program there is an active person in each community to whom the whole community may look for guidance in a particular problem. By working with and through this community leader the county farm and home agents are enabled to develop leadership among the farm people and to reach effectively many farms and farm homes that otherwise could not be reached.

In some counties it is found that to build a county agricultural program and leaders group from community groups is not advisable. Where this is true the farm agents will secure either by appointment by the county commissioners or by volunteer selection, a group of county leaders who will advise with them as to the problems of the county and the location of the demonstrations for their solution. This group works much in the same manner as the group chosen by the various communities. The resultant program is usually as effective, although sometimes a little more difficult of execution.

District Agents' Responsibilities. In making the final arrangements for a county program the district farm and home agents usually sit in with the county groups to review the plans and to assist in co-ordinating them into a district or State plan. Often it is found that a group of counties have the same problems and that by studying them together a more satisfactory solution may be obtained. As an illustration: the apple growers of Wilkes and Alexander counties have practically the same conditions and problems. The people of these two counties have come together and pooled their problems and placed the various demonstrations for solution in the two counties, where they will be most advantageous for all concerned irrespective of county or community lines. Other problems find their best solution in district rather than county groups and it is here the farm and home district agents give a very effective service.

In Pender, Brunswick, and New Hanover counties it was found advisable by the farm women and the three home agents to bring marketable vegetables, fruits, poultry, and other surplus produce from each county and to put them on sale at Wilmington, the county seat of New Hanover. This meant that a joint effort would be made to establish a curb market which should serve both the consumer and the producer satisfactorily. Jointly these counties were able to supply the trade, a thing New Hanover had not been able to do previously, and as neither Pender or Brunswick had a city large enough to support a market the joint project opened up a much needed means of revenue.

CARRYING OUT A PROGRAM OF WORK

When the plans are completed and the local leaders chosen for the various lines of work, the county agents are ready to put into operation the various demonstrations.

Before going further it might be well to define the term "demonstration". "A demonstration is an example designed to show the practical application of an established fact." Demonstrations as contemplated in

the Agricultural Extension Service are of two kinds, method demonstrations and result demonstrations. A method demonstration is "a demonstration given by an extension agent or other trained leader to a group for the purpose of showing them how to carry out a practice". Examples: demonstrations of canning, mixing spray materials, and culling poultry. A result demonstration is "a demonstration carried on by a farmer, farm women, boy, or girl, under the direction of the extension service, involving a substantial period of time, records of results and comparisons". Examples: child feeding, corn culture, and orchard management demonstrations.

A poultry culling demonstration.

CONDUCTING A DEMONSTRATION

By following the various steps in a definite result demonstration can this work best be pictured. A community has determined that the controlling factor in economic cotton production is a standard variety of good staple. There are grown in the community three varieties, each having good qualities. Investigations by the Experiment Station and experience of farmers in other communities show that two other varieties are probably superior to those grown in the community. The determining factor, it is agreed, shall be the greatest net returns per acre. The community is agreed that Mr. A. is the best trained man in the community to conduct this demonstration and that his farm is in easy access to the community and that his soil, in character and fertility, is representative of the farms of the community. The county farm agent assists Mr. A.

in laying out five plats of equal size and uniform fertility as near the public road as possible. These plats are prepared, fertilized and cultivated exactly alike. The three varieties of cotton grown in the community and the two recommended by the Extension Service are planted on these plats on the same date. In determining these varieties and selecting the seed the county farm agent will usually ask the assistance of the specialist in cotton production from the State Extension office.

Farmers studying a corn variety demonstration.

How Specialists Assist. From time to time there will be held at these plats field meetings to study the various varieties in the different stages of growth. Usually at these meetings the agronomy specialists from State College are present to explain the various features that may be new to the county farm agent and the farmers.

There are usually several factors entering into the economic returns from cotton. Among them are the ability to produce strong vigorous plants that make an early and rapid growth, the ability to set fruit early and to hold it after it is set, thus insuring a heavy early maturity and the ability to produce a good yield of cotton of more than one inch staple. The specialist, by being present at the field meetings held during the growing season, can bring out these points that would be overlooked by one of less training in cotton production.

In the demonstration being used as an illustration, one of the local varieties gave the highest yield when measured in per cent. of lint, but not the highest when measured in actual pounds of lint per acre. Another

local variety gave the highest yield in pounds per acre, but the staple was less than ⅞ and thus did not give the highest money value. Another local variety stood high in staple and good in yield per acre but was late maturing which made it unsafe under boll weevil conditions. One of the varieties recommended by the extension service gave a good yield, and stapled over an inch but was late in maturing. The other recommended variety gave a lower yield per acre than the best local variety, but averaged one and one-sixteenth inch staple and sold for the most money and matured earliest of any variety. While this one-year demonstration convinced most of the farmers that there was one best variety for their community, yet the demonstration was carried on for two more years to be sure that the variety would continue to hold its place under different seasonal conditions. Union County, by following this method of standardizing their cotton, is adding $28.97 per acre annually to the cotton returns.

When the boll weevil made cotton growing in Beaufort County impractical the county agent and farmers looked around for a substitute. They found considerable numbers of hogs in the county being fattened on soybeans. They also found these hogs docked from one to two cents per pound when put on the market because of being soft or oily. Investigations by the North Carolina Experiment Station had proven that this condition could be prevented by proper balancing of the ration for hogs. Demonstrations in substituting corn for cotton and feeding the corn to hogs in order to get hard bodies were started several years ago. Last year 4,640 hogs were fed out according to these instructions and sold on the market at an average of $2.92 per head more than if they had been fed in the ragular way. This brought to the farmers $13,548.00 more than they would have received without this county plan of fattening and selling hogs.

As an example of both a method and a result demonstration the Home Demonstration Curb Market of Rocky Mounty is typical. The farm women of the county had felt that peddling their surplus fruits, vegetables, eggs, and other produce from door to door was wasteful of time and energy and uncertain of results, and they met with the home agent to discuss ways and means of securing a market place and the probability of a stable clientile if they could organize to sell.

Interested groups of Rocky Mount women were called into the meeting and promised their trade if the country women could supply their needs. The use of a big tobacco warehouse was tendered and the market started under shelter instead of on the curb. The county council of farm women came together to plan details with the home agent and served as leaders in getting the market started and planning the details of procedure.

At the market, each woman stands behind her goods and is given a special place where she can demonstrate her salesmanship. The market caters primarily to Nash County women and men from which two-thirds of the selling patrons come but some sellers come from the neighboring counties.

Those selling on the market found it necessary to formulate rules for its conduct and the following were agreed upon after conference with the county council, the home agent and the specialists:

1. Every one sells the same standard goods at the same price.

2. Each one sells his or her own produce.
3. Everything must be home-grown or home-made.
4. No one is allowed to buy and resell.
5. Only farm producers can sell.
6. No one is allowed to sell before the market bell rings.
7. No one is allowed to engage or promise her produce before the market opens; if such has been engaged before hand it is not allowed to be exhibited.
8. Prices are posted on a large blackboard just before the market opens and a small fee is paid by producers each market day to take care of the small running expenses.

Figures from 1923 to 1927 demonstrate that the growth of the market has been steady, with each year showing a decided gain in volume of sales over the preceding one. During the first seven months the sales aggregated $5,500.00. The next year they reached $10,358.84. In 1927, not five years after the market had been established, the total sales amounted to $31,015.77.

Method demonstrations in grading and standardizing are given the sellers by market specialists and the home agent, and as a result clean, attractive bunches of onions and beets; potatoes of uniform size; eggs of one color and one size and properly dressed poultry are to be seen in the individual displays. Another good method demonstration is given by the seller herself who is able to dispose of her butter at five cents more on the pound because it has reached a fine standard in mold, color and grain.

The market through its weekly and yearly records stands as a result demonstration of how the farmer or farm woman can add to the family income by disposing of the surplus products on the farm and how they can go further in building up a business by producing those things in quantity which the market demands.

Method demonstrations in bread and cake making are given by the agent and leaders and market standards established. As a consequence in several counties the farm women have beaten the town women to a market in cakes, bread, and other cooked food and established for themselves a paying delicatessen business.

Sales at this market have also opened the eyes of the farmers to its value. One prominent farmer of the section declares that the curb market saved his farm and enabled him to get out of financial straits from which there seemed no emergence. One seller who has been bringing in quantities of vegetables has as a result of the encouragement and the prices he received decided to give up raising tobacco and cotton and to devote his time to truck farming.

These same methods are followed with other farm and home problems and it is with such demonstrations that the specialists in the various lines can work most effectively. Specialists are trained men and women who by experience and special training are equipped to give expert assistance in their special fields to the county farm and home agents and farm people. They keep posted on the results from the State and other experiment stations and on the best practices by successful farmers and farm women and carry this information and training to county farm and home agents and farm people. Without them it would be difficult to

co-ordinate the various experimental findings and the best farm practices into an effective program.

Demonstration in dressing poultry and grading eggs for market.

SUMMARY OF COUNTY PROGRAM

The county agent is chosen by the county officials and the State Agricultural Extension Staff because of his or her special experience and training.

The members of county advisory groups are chosen by the various communities of the county because of their knowledge of and their interest in certain phases of farm and home work and because of their leadership, ability, and willingness to act as leaders in this work.

The agents and the county advisory groups, with the aid of the district agents, build the county program of work from the community programs which were arranged by the people of the community. District agents give assistance in co-ordinating the county plans into the district plans and finally into a state-wide plan for a balanced system of agriculture and home economics.

The duties of the county advisory groups are to organize the county plan and assist in its execution by acting as community leaders in the various lines of work and in advising the county agents as to the best direction of his or her efforts.

The duties of the farm agents are to assist in every way the promotion of a balanced system of agriculture for the county that will bring economic freedom, the best educational advantages and the best social relations to the county.

The duties of the home agents are to assist in raising the standard of living in the farm home, to eliminate drudgery by a better choice of working equipment, to help home-makers plan their work that time will be left for recreation, rest and other things that mean culture, to encourage an appreciation of beauty in the home and its surroundings and to develop leadership among rural people.

The duties of the district agents, both farm and home, are to assist the county agents and the county leaders in co-ordinating their programs of work into the most desirable programs for the county, district and State, to help in the execution of these programs and to have charge of the administrative duties relative to the work.

The duties of the specialists are to bring to the county agents and the farm people the latest and best findings of the various experiment stations and college departments and the best practices of successful farmers and farm women and to assist in adjusting these practices to local conditions.

DEVELOPING A DISTRICT AND STATE PROGRAM

The various subject matter specialists have plans for forwarding the work of their special groups. One can readily see that if the dairy group, the nutrition group and other groups are left to work out district and state programs independently that there may be needless duplication as well as aimless effort affording opportunity for error. There is a need, then, for co-ordinating the programs of the specialists with each other and with the county programs that the efforts of the State specialists and the county agents and the farm people may be concentrated where they will do the greatest good in solving the immediate problems of the farm people and at the same time lay a safe foundation for a permanent profitable agriculture and a more abundant home life. This is the task of the administrative staff and particularly that of the district agent group.

By co-ordinating the county programs with that of the specialists very definite district and State programs are developed. Just how this can be done is well illustrated by the growth of the dairy industry around Wilmington. The counties of New Hanover, Brunswick and Pender separately were producing some milk and selling it in Wilmington. This supply was not sufficient for the needs of that city, yet the method of production and distribution was such that it was not paying the farmers the cost of producing. The group of dairy specialists claimed that the big problem was better cows, better fed and cared for. The home economics group claimed it was a problem of increasing the family consumption of milk. The agronomy group said the big problem was the production of more and better feed supplies. The farmer said that the trouble was the price of milk on the market and the demand. The market said that the price was all the quantity and quality of milk would justify. The circle was then complete and no solution.

The district and county farm and home agents brought together the farmers, the distributors, the dairy and agronomy specialists and representatives of the consumers of these three counties. From this gathering there was worked out definite feed requirements for dairy cows, defi-

nite recommendations for crops to produce these feed requirements, definite plans for securing more and better cows, definite plans for caring for the cows and the milk in such a manner as to put a good grade on the market, a definite marketing contract with the distributors of Wilmington, and a definite plan for increasing the consumption of milk and milk products in Wilmington.

Before this program was begun there was no market for milk other than about five hundred gallons distributed direct to the consumer by the few dairymen. This milk was costing the consumer from 20 to 22 cents per quart and yet the dairymen claimed there was no profit, because of the high cost of producing and the high cost of delivering. There is now going into Wilmington about two thousand gallons of milk daily at an average of thirty-five cents per gallon to the producer and sixteen to eighteen cents per quart to the consumer. By developing a distributing system the farmers have overcome the expensive method of reaching the retail trade.

Thus it will be seen that by co-ordinating the program of these three counties and the specialists with the cooperation of the business men and consumers, the farmers have a market for milk where there was none before. The distributor is building up a good business and is rendering a real service to the farmer and the consumer. At the same time the consumer is paying less for his milk and milk products than before this program was adopted.

This is just one illustration as to the effective work of the district agents and specialists in working out the production and economic problems of a county and a district. By taking these county and district plans a very definite and satisfactory State plan is developed, giving a balanced program of farming that is adjusted to the climatic and soil conditions and crop adaptations' to the personal qualifications of the people and to the market demands.

ORGANIZATION OF THE AGRICULTURAL EXTENSION SERVICE

This work is led by a staff of men and women who have had both practical experience and technical training in agriculture and home economics. They are divided into three groups: administrative, specialist and county agent.

The administrative group is composed of the director, a State agent in agriculture, a State agent and one assistant State agent in home economics, a State agent in negro work and five white and one negro district agents each, in agriculture and home economics. This group with few exceptions is stationed at State College in Raleigh.

The duties of the administrative organization are many. This is the group that works out the financial adjustments with the various cooperating counties, that co-operates with these counties in the selection and employment of the county agents, and makes relationship adjustments between county agents and individuals or groups when necessary. This organization also has charge of the administration of all extension funds and other administrative duties that naturally come with the employment of a large number of workers. Probably its greatest service

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is in the co-ordination of the county program of work and the programs of the various workers where they can be of the greatest immediate service in developing a permanent profitable agriculture and satisfactory home life in the counties, the districts and the State.

Forestry specialist giving demonstration in thinning pines and estimating timber.

The specialist group consists of men and women who by experience and training are equipped to give expert assistance to the county agents and farm people in their special fields. These workers cover the entire State as best they can in answering the needs for intensive training in their subjects. The following is a list of the subjects in which there are specialists together with the number in each subject: agronomy, three; dairy industry, three full time and one half time; swine industry, two; poultry industry, two; entomology, one; bee-keeping, one; horticulture, two; plant disease, one; agricultural engineering, one; forestry, one; boys' and girls' 4-H club work, one; food and nutrition, one; household furnishing and home management, one; and clothing, one. As shown elsewhere these workers take the newest and best information obtainable to the county agents and the farm people when there is need for further and more specialized information and assistance in the furtherance of the county program.

The county agent group is made up of county farm and home agents. Their qualifications and duties are given in the discussion on the county program of work.

County tour of farmers visiting demonstration in county.

SUMMARY OF AGRICULTURAL AND HOME ECONOMICS EXTENSION ACTIVITIES

That some idea may be given as to the many phases of work undertaken by the agricultural and home economics extension service there is outlined below a summary of the various problems taken up by the specialists, county agents, and farm people for 1928. The assistance of the specialists is available when the home and farm agents are assured of sufficient interest on the part of the people concerned in using such special assistance.

AGRONOMY

Crop rotation and soil fertility, 2377 demonstrations in 52 counties.
Tobacco production, 958 demonstrations in 43 counties.
Cotton production, 658 demonstrations in 37 counties.
Corn and small grain production, 1225 demonstrations in 65 counties.
Pasture and forage crops, 2493 demonstrations in 52 counties.
Crop variety improvement, 253 demonstrations in 20 counties.

DAIRYING

One thousand and forty-three in 69 counties, including the following problems: care of bulls, creamery development, quality milk and cream production, cheese factory development, dairy feeding schools, purchasing dairy cattle, standardizing creamery butter, dairy management.

ENTOMOLOGY

Bee-keeping with 226 demonstrations in 24 counties and insect control work where needed.

HORTICULTURE

Orchard management of bearing and non-bearing trees, 1139 demonstrations in 56 counties.

Small fruits, 101 demonstrations in 15 counties.

Home vegetable growing, 911 demonstrations in 37 counties.

Commercial vegetable growing, 1234 demonstrations in 23 counties.

Beautifying home grounds, 357 demonstrations in 25 counties.

Cabbage production and Irish potato seed production in certain mountain counties.

Sweet potato production in the Eastern Carolina counties.

FORESTRY

Farm timber, production and sale, 225 demonstrations in 46 counties.

AGRICULTURAL ENGINEERING

Agricultural engineering, 998 demonstrations in 56 counties, including the following problems: Drainage, terracing, farm building, farm machinery, water, light and sewage system.

PLANT DISEASE CONTROL

Plant disease control wherever called for.

POULTRY PRODUCTION

Poultry production, 2468 demonstrations in 65 counties, including the following problems: Flock management, houses and equipment, flock culling, diseases and their control, marketing.

SWINE PRODUCTION

Swine production, 1181 demonstrations in 60 counties, including problems as follows: Feeding, breeding, marketing, sanitation, and disease control.

4-H CLUB WORK

4-H Club work with 24,799 boys and girls in every county having county agents.

FOODS

Food preparation, 4156 demonstrations in 50 counties. Including preparation of meats, vegetables, bread, milk dishes, eggs, etc.

Food preservation, 685 demonstrations in 45 counties. Including can-

ning fruits, vegetables and meats; making jelly, jams and preserves; pickles; fruit juices; drying vegetables and fruits.

NUTRITION

Family nutrition, 2434 demonstrations in 45 counties. Including meal planning; planning school lunch; corrective diets; child feeding.

CLOTHING

Family clothing, 3014 demonstrations in 44 counties. Including selection and construction of clothing, renovation and remodeling; costume design; planning the wardrobe.

HOME MANAGEMENT

Management applied to home and its activities, 246 demonstrations in 24 counties. Including kitchen as a work area; labor saving devices; water and light systems; budgets and accounts; mechanics of household appliances; efficient housekeeping practices.

HOUSE FURNISHINGS

Furnishing the home, 1189 demonstrations in 37 counties. Including selection and arrangement of furniture; refinishing furniture; treatment of walls and floors; selection and making of draperies and other furnishings; color in the home.

HOME HEALTH AND SANITATION

Health for the family, 393 demonstrations in 17 counties. Including use of health score card, good posture, prevention of colds; good elimination; care of teeth; care of skin and hair; home nursing; first aid.

Sanitation, 1078 demonstrations in 14 counties. Including screening homes, 251 demonstrations in 14 counties; controlling flies, mosquitoes, etc., 630 demonstrations in 11 counties; installation sanitary closets, 197 demonstrations in 10 counties.

MARKETING HOME PRODUCTS

Marketing, 847 demonstrations in 27 counties. Including curb markets; parcel post marketing.

GRAND TOTAL

In all a total of 48,498 result and method demonstrations are being conducted in the State during the present year.